WHAT IS CLAIMED IS:

- 1 1. A method, comprising:
- receiving, from at least one server, content information having an
- 3 embedded tag;
- displaying the content information;
- receiving a command to terminate displaying the content
- 6 information;
- 7 calculating an amount of time from the displaying the content
- 8 information until the receiving a command to terminate displaying the
- 9 content information;
- sending, to the at least one server, a termination signal, tag
 - information associated with the tag, and the calculated amount of time.
 - 1 2. The method of claim 1, wherein the tag information includes an
- 2 information identifier.
- 1 3. The method of claim 1, wherein the tag includes a client identifier.
- 1 4. The method of claim 1, wherein the tag information includes a
- 2 server identifier.
- 1 5. The method of claim 1, wherein the content information includes a
- web page.
- 1 6. The method of claim 1 further comprising displaying at lease one

- 2 user-specified subset of the received content information as specified by
- 3 an aggregation engine.
- 7. The method of claim 6, further comprising sending, to the server,
- 2 data corresponding to the at least one subset.
- 1 8. The method of claim 6, wherein the at least one user-specified
- 2 subset is displayed at user-specified coordinates.
- 9. A machine-readable medium having stored thereon instructions to:
- receive, from at least one server, content information having an
- 3 embedded tag;
- display the content information;
- receive a command to terminate displaying the content
- 6 information;
- calculate an amount of time from the displaying the content
 - information until the receiving a command to terminate displaying the
- 9 content information;
- send, to the at least one server, a termination signal, tag
- information associated with the tag, and the calculated amount of time.
- 1 10. The machine-readable medium of claim 9, wherein the tag
- 2 information includes an information identifier.
- 1 11. The machine-readable medium of claim 9, wherein the tag
- 2 information includes a client identifier.

- 1 12. The machine-readable medium of claim 9, wherein the tag
- 2 information includes a server identifier.
- 1 13. The machine-readable medium of claim 9, wherein the content
- 2 information includes a web page.
- 1 14. The machine-readable medium of claim 9 further comprising an
- 2 instruction to display at lease one user-specified subset of the received
- 3 content information as specified by an aggregation engine.
- 1 15. The machine-readable medium of claim 14, further comprising an
- instruction to send, to the server, data corresponding to the at least one
 - subset.
- 1 16. The machine-readable medium of claim 14, wherein the at least
- one user-specified subset is displayed at user-specified coordinates.
- 1 17. A system, comprising:
- means for receiving, from at least one server, content information
- 3 having an embedded tag;
- 4 means for displaying the content information;
- 5 means for receiving a command to terminate displaying the
- 6 content information;
- means for calculating an amount of time from the displaying the
- 8 content information until the receiving a command to terminate

- 9 displaying the content information;
- means for sending, to the at least one server, a termination signal,
- tag information associated with the tag, and the calculated amount of
- 12 time.
- 1 18. A method, comprising:
- receiving, from at least one server, content information having an
- 3 embedded tag;
- displaying the content information;
- receiving a command to terminate displaying content information;
- calculating an amount of time from the displaying the content
- 7 information until the receiving a command to terminate displaying the
- 8 content information;
- 9 sending, to a second server, a termination signal, tag information
- 10 associated with the tag, and the calculated amount of time.
- 1 19. The method of claim 18, wherein the tag information includes an
- 2 information identifier.
- 1 20. The method of claim 18, wherein the tag information includes a
- 2 client identifier.
- 1 21. The method of claim 18, wherein the tag information includes a
- 2 server identifier.
- 1 22. The method of claim 18, wherein the content information includes

- 2 a web page.
- 1 23. The method of claim 18 further comprising displaying at lease one
- 2 user-specified subset of the received content information as specified by
- 3 an aggregation engine.
- 1 24. The method of claim 23, further comprising sending, to the second
- 2 server, data corresponding to the at least one subset.
- 1 25. The method of claim 23, wherein the at least one user-specified
- 2 subset is displayed at user-specified coordinates.
 - 26. A machine-readable medium having stored thereon instructions to:
- receive, from at least one server, content information having an
- 3 embedded tag;
- display the content information;
- receive a command to terminate displaying content information;
- calculate an amount of time from the displaying the content
- 7 information until the receiving a command to terminate displaying the
- 8 content information;
- send, to a second server, a termination signal, tag information
- 10 associated with the tag, and the calculated amount of time.
- 1 27. The machine-readable medium of claim 26, wherein the tag
- 2 information includes an information identifier.

- 1 28. The machine-readable medium of claim 26, wherein the tag
- 2 information includes a client identifier.
- 1 29. The machine-readable medium of claim 26, wherein the tag
- 2 information includes a server identifier.
- 1 30. The machine-readable medium of claim 26, wherein the content
- 2 information includes a web page.
- 1 31. The machine-readable medium of claim 26 further comprising an
- instruction to display at lease one user-specified subset of the received
- 3 content information as specified by an aggregation engine.
- 1 32. The machine-readable medium of claim 31, further comprising an
- 2 instruction to send, to the second server, data corresponding to the at
- least one subset.
- 1 33. The machine-readable medium of claim 31, wherein the at least
- one user-specified subset is displayed at user-specified coordinates.
- 1 34. A system, comprising:
- means for receiving, from at least one server, content information
- 3 having an embedded tag;
- 4 means for displaying the content information;
- means for receiving a command to terminate displaying content
- 6 information;

- means for calculating an amount of time from the displaying the
- 8 content information until the receiving a command to terminate
- 9 displaying the content information;
- means for sending, to a second server, a termination signal, tag
- information associated with the tag, and the calculated amount of time.
- 1 35. An apparatus, comprising:
- a timer capable to measure elapsed time between receiving content
- 3 information and receiving a command to terminate viewing the content
- 4 information;
- a client engine, communicatively coupled to at least one server and
- 6 to the timer, capable to receive, from the at least one server, the content
- 7 information, the content information having an embedded tag; display
 - the content information; receive a command to terminate displaying the
- 9 content information; and sending, to the at least one server, a
- termination signal, tag information associated with the tag, and elapsed
- time, as measured by the timer, from receiving the content information to
- 12 receiving the termination signal.
- 1 36. The machine-readable medium of claim 35, wherein the tag
- 2 information includes an information identifier.
- 1 37. The apparatus of claim 35, wherein the tag information includes a
- 2 client identifier.

- 1 38. The apparatus of claim 35, wherein the tag information includes a
- 2 server identifier.
- 1 39. The apparatus of claim 35, wherein the content information
- 2 includes a web page.
- 1 40. The apparatus of claim 35, further comprising an aggregation
- engine capable to aggregate subsets of content information from a
- 3 plurality of websites.
- 1 41. The apparatus of claim 40, wherein the client engine is further
- 2 capable to send, to the at least one server, information identifying
- 3 subsets of content information viewed.
- 1 42. The apparatus of claim 35, wherein the client engine is further
- 2 capable to send, to a second server, a termination signal, tag information
- associated with the tag, and elapsed time, as measured by the timer,
- 4 from receiving the content information to receiving the termination
- 5 signal.